# ABSTRACT OF THE INVENTION

This invention relates to a system and method for presenting to a user relevant areas of distributed computer network sites. In particular, the invention disclosed infers and cross references user mind sets with data stores of potential user goals. The user mind sets indicate a navigational goal of a user over the distributed computer network. In addition, the invention cross-references indicated user goals with data stores of service and service providers providing those services. The invention presents targeted service and service providers to the user across the distributed computer network thereby enabling the user to navigate towards the user goal.